

Your business, animated

One brief you paste into Claude, plus one line for the scene you want. Claude builds a short looping animation in the same drawn style every time. For people who have never made an animation.

WHAT IT IS

A style guide plus one sentence

The brief is a block of text that tells Claude exactly how the animation should look and move: the colours, the outlines, the timing, what to avoid. You never change it. Under it you add one line describing a single moment in your business, like an invoice getting paid. Claude writes the animation for you.

WHAT YOU GET

A 6-second animation that loops

- **One clear moment:** one object, one change. An invoice gets stamped PAID, an inbox counts down to zero, a parcel gets taped shut.
- **The same look every time,** so a set of them looks like it came from one designer.
- **A live preview** you can watch, change in plain words and record as a video.

WHAT IT REPLACES

Paying for a motion designer or a template pack

A short animated clip for a post or a slide usually means hiring someone or fighting a template that looks like everyone else's. Here each scene takes one message, and every change takes one more. All 16 animations in the carousel were made this way. Each one is what a fresh Claude chat made from the brief plus that one line, with nothing fixed by hand.

BEFORE YOU START

You need two things

- **A Claude account.** Any plan is fine to try it.
To check: go to claude.ai in your browser. If you see a chat box, you are signed in. If not, click **Sign up** and follow the steps.
- **A computer, ideally.** The animation is built at 1080 pixels wide, so it is much easier to watch and record on a laptop or desktop screen than on a phone.

Make your first animation

1 Open a new chat in Claude.

Go to claude.ai and click **New chat**. A new chat matters: an old one carries other instructions that change the result.

2 Copy the brief below and paste it into the message box. Don't send yet.

Copy all of it, from "Make me a motion graphic" down to "THE SCENE".

Make me a motion graphic. Follow this motion brief exactly:

THE BAR It should look drawn by a top motion designer. Every object is a real thing doing its real job.

FORMAT One HTML file. HTML, CSS and inline SVG only: no JavaScript, no libraries. A 1080 x 960 stage that shrinks to fit any window. One 6-second loop.

ONE RULE One hero object fills 60 to 70% of the stage. ONE satisfying change. Big and simple: every part must read on a phone.

LOOK White objects with a thick near-black outline (6px) and a hard shadow 10px right and 10px down. No blur, no gradients. A flat background with a faint pattern of small plus signs.

COLOUR Near-black #111110, white, and orange #C8643F only for the thing that changes. Background: paper #F7F7F5 or sand #EFE6D8.

TYPE Heavy and tight. As few words on screen as possible. If there is a key number, make it 120px or more.

MOTION Things arrive with a spring and a little overshoot. Show the cause: a cursor clicks, a stamp lands, a pen draws. Hold the after state for 1.5 seconds, then cut back to the start.

NEVER Grey placeholder bars, stock icons, emoji, real brand logos, dark backgrounds.

THE SCENE

3 After "THE SCENE", add one scene line and press Enter.

Pick one from page 3, or write your own (see below). Claude takes about a minute to write it. A long block of code scrolling past is normal.

4 Watch it play.

It usually opens as a live preview beside the chat. If you only see code, type **Show it as a preview** and send.

5 Change one thing at a time, in plain words.

Make the stamp bigger and slow the count down a little.

Small, specific requests work best. If a change breaks it, say **Go back to the previous version**.

6 To post it as a video, screen-record it.

Mac: press  **Shift** , choose **Record Selected Portion**, drag the box around the animation, click **Record**. Stop with the button in the menu bar at the top. **Windows:** open **Snipping Tool**, switch to **Record**, click **New**, select the animation. Record for 6 seconds, the length of one loop.

WRITE YOUR OWN SCENE LINE

One object, one change

Use this shape. Name the real words and numbers you want on screen, so Claude doesn't invent them.

A [object] showing [the before]. [Something] happens, and [the change], then [the after] appears.

A booking form for a haircut, empty. A cursor fills in Friday 14:00 and clicks Book, then an orange Confirmed tag pops on.

Copy one and paste it after "THE SCENE"

These are the exact lines used for the carousel. Change the names and numbers to your own.

#	SCENE	LINE TO PASTE
01	Invoice → paid	An invoice card for Studio Nova, 2,400 due. A cursor clicks Pay, the amount counts down to 0, and a big orange PAID stamp slams onto the card at an angle.
02	Enquiry → booked	A day planner for Thursday with three time slots, 10:00 empty. A new enquiry card from Maya flies in, drops into the slot, and the slot turns orange with a check: Booked.
03	3 stars → 5 stars	A customer review card showing 3 of 5 stars. The 4th and 5th stars pop in one by one, the rating counts up from 3.0 to 5.0, and the quote "Fast, friendly, fixed it" appears.
04	Inbox 47 → 0	An inbox with five email rows and an unread badge at 47. The rows fly off to the right one by one while the badge counts down to 0, then a big check: Inbox zero.
05	Lead → client	A board with three columns: Lead, Call, Client. A cursor drags a card for Sam from Lead to Call to Client, and the Client total counts up from 11 to 12.
06	Quote → signed	A one-page quote for 4,800 with a dotted signature line. A pen draws a handwritten signature along the line, then an orange Signed tag pops onto the corner.
07	Missed call → texted	A phone showing a missed call from Leo. A reply types itself out in a text bubble, "Sorry I missed you, free at 3?", a Sent tick appears and the missed call badge clears.
08	Order → shipped	An open cardboard box for order #1042. The flaps fold shut, tape runs across the top, a shipping label slaps on, then an orange Shipped tag pops.
09	To-do → done	A to-do list with 5 tasks for today. Each box ticks in turn with a check that draws itself, the task gets crossed out, and the counter goes from 0/5 to 5/5.
10	Zero → goal	A ring chart labelled Clients this month. The orange ring fills from 0 to 100% while the number in the middle counts from 0 to 10, then Goal hit pops underneath.
11	Visitors → sales	A funnel. Dozens of small dots labelled Visitors pour into the top, bounce down through it, and drop out the bottom as a stack of orange coins while a counter climbs from 0 to 38 sales.
12	Monthly → yearly	A pricing card with a Monthly / Yearly toggle set to Monthly at 29. A cursor clicks the toggle, the knob springs across, the price flips to 290 per year and an orange Save 2 months tag pops on.
13	Quiet → busy	A phone lock screen at 08:00. New order notifications slide in from the top and stack one by one, the stack squashes as each lands, and the badge counts from 0 to 9.
14	Out → delivered	A simple street map with two pins and a dotted route between them. A delivery van drives along the route, the ETA counts down from 12 min to 0, and the end pin bursts into an orange Delivered tag.
15	Bars → trend	A weekly sales chart. Seven bars spring up one by one with a small overshoot, then a line draws across their tops and a dot rides it to the end, where an orange +38% pops in big.
16	Words → brand	The words Open for bookings drop in letter by letter onto the stage, each letter landing with a little bounce, then a thick orange underline draws itself under the last word.

GOOD TO KNOW

- **Every run is a little different.** Same brief, same line, slightly different drawing. If you don't like one, send the same message again in a new chat.
- **Your own colours:** change only the COLOUR line in the brief, for example to your brand orange or green. Keep everything else.
- **Numbers that count up or down** need an up-to-date Chrome, Safari or Edge, or they may sit still. **No sound:** add music when you post.

WANT THE FULL SYSTEM

This is one piece of it

Want help building more of this into your business, with others doing the same? Join the community. The link is on my profile.